



## DIGITAL TOOL KIT

**The G(irls)20 Summit - 3.3 Billion Ways to Change the World initiative** is a global campaign to solicit grassroots ideas on how to reach the Millennium Development Goals (MDGs) that most impact girls and women. This viral campaign will culminate in the inaugural, ground-breaking G(irls)20 Summit. The Summit will bring together one girl from each of the G20 countries to Toronto ten days before the official G20 Summit. This inaugural G(irls)20 Summit will reconvene prior to next year's G20 Summit in France. Ultimately, our goal is to bring the economic prowess of girls and women to the attention of G20 leaders and ensure that the role of girls and women claims a place on future G20 agendas.

The G(irls)20 Summit is modeled after the G20 Summit and will convene one girl from each G20 country: • Argentina • Australia • Brazil • Canada • China • France • Germany • India • Indonesia • Italy • Japan • Mexico • Russia • Saudi Arabia • South Africa • South Korea • Turkey • UK • USA and a representative of the European Union.

Whether you are a girl, boy, woman, man, funder, policymaker, businessperson or an NGO, you can help bring to the attention of our leaders, the role of girls and women in economic and social development. This tool kit is designed to provide you with ideas and actions that you can do now to unleash change.

### About the “3.3 Billion Ways” campaign and G(irls)20 Initiative

The “3.3 Billion Ways” initiative is a campaign is about real change.

It is an opportunity to add your voice to the discussion around solutions that can literally change the world.

This campaign is about ideas. We have the Millennium Development Goals (MDG). We have the MDG targets. NOW, we need the concrete, specific, scalable solutions to reach these targets.

## HOW YOU CAN HELP

**Step 1:** Become a fan of the G(irls) 20 Summit on Facebook ([www.facebook.com/Girls20Summit](http://www.facebook.com/Girls20Summit)), and follow us on Twitter at [www.twitter.com/Girls20Summit](http://www.twitter.com/Girls20Summit)

**Step 2:** Use the “What’s Your Number?” application to get your number. Once you have your number, find a creative way to include it in your Facebook profile. Change your photo, update your status, join the Change Room Fan Page, encourage others to make their number count.

**Step 3:** Participate in the Millennium Development Goals discussion on our Web site. Join the discussion by submitting your ideas or voting on existing ones at [http://www.girlsandwomen.com/the\\_change\\_room-8.html](http://www.girlsandwomen.com/the_change_room-8.html)

**Step 4:** Using the assets within the digital toolkit, please update the information on your Web site with the G(irls) 20 logo and link to [www.girlsandwomen.com](http://www.girlsandwomen.com). Please also send an email to all of your supporters regarding the campaign and the first-ever G(irls)20 Summit.

**Step 5:** To extend impact and unleash the profound multiplier impact of social media through your contacts and networks, please post G(irls)20 Summit information on your Facebook and Twitter pages, respectively.

## The G(irls)20 Summit:

- The first-ever summit will bring together one girl from each G20 country to show the world that girls and women are catalysts for global change.
- The G(irls)20 Summit seeks to advance the Millennium Development Goals which most impact girls and women.
- The G(irls)20 Summit will create tangible outputs and recommendations which will be presented to G20 leaders.
- The G(irls)20 Summit will change minds, change lives and – quite literally – change the world.



## It is the smart thing to do.”

- Studies have shown that for every dollar a woman earns, she invests 80 cents in her family.
- Girls and women are a lifeline for the well being of their families, communities and countries.
- Educating girls and women leads to higher wages; a greater likelihood of working outside the home; lower fertility; reduced maternal and child mortality; and better health and education.

## **THE RIPPLE EFFECT: SPREADING THE WORD**

Spreading great ideas through one-on-one relationships can be highly effective – and highly successful.

Social media provides a cost effective way to achieve high volume of grassroots change quickly. We want you to take advantage of the many ways that using social media can help you engage with girls and young women online.

Here is an opportunity to extend impact and unleash the profound multiplier impact of social media through your contacts and networks.

## Facebook Fan page:

[www.facebook.com/Girls20Summit](http://www.facebook.com/Girls20Summit)

We want to leverage your network of influencers who live and work in key regions, have in-depth knowledge of their communities, and deep connections from which they can launch a broader outreach. These advocates will help spark discussion about the G(irls) 20 Summit and bring with them “peer to peer” credibility. It is an opportunity to become agents of change simply by adding their voices to the discussion around solutions that can literally change the world.

Your Facebook group can be a funnel directing the target to the G(irls) 20 Google moderator tool, housed within the GirlsAndWomen.com Web site for deeper engagement and discussion around the millennial development goals (MDGs).

Through a continued content strategy of posting the most provocative and thought-provoking comments from the Google Moderator installation, we will have multiple touch-points with the fans. Each content update is a chance for fans of the campaign to interact with the campaign and, because of Facebook’s peer-to-peer recommendation engine, and endorse the campaign to their network.

## Sample Content for Facebook page

(These represent different posts, or collectively can be added to the Notes section of your Facebook page.)

- The power to *change* is within YOU. There are 3.3 billion girls and women in the world. That means there are 3.3 billion ways to *change* the world. Visit [www.girlsandwomen.com](http://www.girlsandwomen.com) to find out how you **make your NUMBER count**.
- Become the **FACE OF CHANGE**. Once you have your number, find a creative way to include it in your Facebook profile. Change your photo, update your status, join the Change Room Fan Page, encourage others to make their number count – or do all four!
- Become a **VOICE FOR CHANGE**. Visit [www.girlsandwomen.com](http://www.girlsandwomen.com) to find out how you can:
  - Attend the first-ever G(irls)20 Summit, modeled on the G20.
  - Share your ideas on how to eradicate provide universal education and improve child and maternal health globally.
  - Join the discussion and help determine the agenda for the first ever Girls 20 Summit this June in Toronto.
  - Get your number and become a *change* agent.

## WHY CHANGE? (You can post/Tweet one factoid/day)

- 122 million girls in Sub-Saharan Africa live on less than \$1 a day. – World Bank 2007



- An extra year of education increases a girl's income by 10 to 20% and is a significant step on the road to breaking the cycle of poverty. – *Plan UK 2009*
- In India, girls from 1 to 5 years of age are 50 per cent more likely to die than boys their age. – *Half the Sky*
- Adolescent pregnancies cost Kenya's economy US \$500 million per year, while investing in girls could potentially add US \$32 billion to the economy. – *NIKE Foundation 2009*

Visit the website for additional quotes and statistics and share them to get the dialogue going.

**Twitter** [www.twitter.com/Girls20Summit](http://www.twitter.com/Girls20Summit)

We also recommend that you “tweet” pertinent G(irls) 20 and MSD information to your followers to drive participation. Twitter provides the real time conversation with low barriers to entry, and will inspire people to join in.



### **Sample Daily Social Media Schedule**

#### **Morning:**

1. As you open your email program, open Twitter and Facebook as well.
2. Consider posting a personalized greeting about the day ahead or upcoming events such as “Looking forward to \_\_\_\_\_.”
3. As you read email, online news sources, or RSS feed look for relevant information to share then cut and paste it to social media platforms as you go.
  - Tweet it (using a URL shortener such as <http://bit.ly/> -- which shortens the URL then lets you track how many times it has been clicked through)
  - Copy the tweet and paste to Facebook, adding additional information to make it more conversational and open-ended (ie asking, if appropriate, for responses.)
  - Where relevant, (important content such as conferences, industry events, whitepapers, charity events etc.) paste it to your LinkedIn status and adjust for grammar. LinkedIn should only be updated 1-2 times per day with highly relevant business and industry information.
4. When you've finished reading your email and trades, take 10 minutes to respond to any

conversations, @ replies, and DMs on Twitter, Facebook, or LinkedIn and thank anyone who has retweeted your content. Check your searches for anything appropriate to respond to.

5. Check your calendar and schedule tweets that reflect the day's agenda.
6. Retweet your own important content from the day before, such as a G(irls) 20 launch or an upcoming conference. Different eyes are likely to see it.

#### **Late morning or early afternoon:**

1. Take 10 minutes to respond to any conversations on Twitter, FB, or LinkedIn and to thank anyone who has retweeted your content. Check your searches for anything appropriate to respond to.
2. Tweet valuable content (upcoming events, new blog posts or uploads) and reach out to offer value to your community. This is a high-traffic time on social media sites! It is also the most appropriate time for updates.
3. Tweet any relevant content you bookmarked earlier to share. If appropriate, paste to Facebook.
4. Retweet your own important content from earlier, such as a G(irls) 20 launch or an upcoming conference. Different eyes see it at different times of the day.
5. Open <http://bit.ly/> to see which links are being clicked through.

#### **End of Day:**

1. Before leaving the office, allow 10 minutes to check your conversations, respond appropriately, and sum up the day:
2. Check Twitter and tweet something personal, such as "Great seeing @\_\_\_ and @\_\_\_ at the panel discussion today," "Whew! Busy day but inbox is down to 0!" or "Best article I read today: \_\_\_\_" This is not the best time to tweet content-rich links. It is a good time to share video links.
3. Check Facebook, particularly "friends" streams for content you can "Like" or comment on. Reach out to appropriate new contacts.
4. Connect on LinkedIn to anyone you met during the day. Update with important information from the day ("Enjoyed meeting fellow panelists at..." or "Great comments on our new G(irls) 20 video today. Click here: ...")

Sample Banner Ads for Your Web site (Should be linked to <http://www.girlsandwomen.com/index.php>)

